

Oneida County Tourism Council Minutes
October 4, 2010
Sloan Building, Rainbow Rd., Lake Tomahawk, 1:30 PM

Present: Romelle Vandervest, Gary Baier, Kari Zambon, Diane Hapka, Connie Madden, Dan Kuzlik, Pat Broukal (Rhineland Chamber), Bill Fried, (Oneida County Board Member) Pat Brainard (Three Lakes Chamber), **Guests:** Lyn Pilch, (Pilch and Barnett), Rachelle White, (Lakeland Times), Sarah Fischer (Wisconsin Dept of Tourism).

1. **CALL TO ORDER:** Meeting called to order at 1:35 pm by President Hapka.
2. **APPROVE AGENDA:** Motion to approve agenda made by Vandervest/Kuzlik. Motion carried.
3. **APPROVE MINUTES:** Motion to approve April minutes made by Vandervest/Zambon. Motion carried. Zambon agreed to take minutes. Next meeting will elect new secretary.
4. **APPROVE FINANCIALS:** Bill received from Vilas for ad on joint map-\$112.50. Received \$1200. from Vilas for AI. Bill for \$18,146.32 received from Pilch and Barnett. Motion to approve Treasurers Report made by Vandervest/Baier. Motion carried.
5. **APPROVAL OF INVOICES:** Invoice for ITBEC \$300. Motion to approve payment Vandervest/Zambon
6. **DATE OF FUTURE MEETINGS:** Next meeting is December 6, 2010 at 1:30pm at MAVWCC.
7. **GROW NORTH / OCEDC UPDATE:** A written report was submitted by Kuzlik.
8. **BUDGET DISCUSSION.** OCTC has not had any increase in budget since 2007 inception. Motion to cut 2011 OCTC budget proposal to County Board by 5% by Kuzlik/Baier. Discussion followed regarding the budget of OCTC as investment, with return many times greater than the investment and the wisdom of cutting the promotion of the county. Motion carried with four in favor, one abstention, three nay. Hapka will present budget proposal at the Finance Committee hearing and Zambon will accompany to support.

Hapka spoke about 5 county branding grant that was approved by WDOT. UW Extension will be doing research for the 5 county branding project. An additional \$2800 is still outstanding from AI grant and \$1000 is still outstanding from Pelican Township and Hazelhurst.
9. **GROW NORTH** A Commerce Department branding grant received be leveraged with the OCTC grant. There is also the potential of a state grant to fund a regional economic effort.
10. **ITBEC REPORT:** Baier reported that there was a telephone conference meeting. Now having 3 per year. ITBEC is having a budget crisis and some of the counties want to disband. The Dells has been very active. ITBEC meeting group is doing bags to be distributed at sports shows. They are working on a new show booth and a resource book to be distributed at shows.

11. **OCTC COMMUNITY RELATIONS REPRESENTATIVE:** Kuzlik reported attending the WH&LA(WI Hotel & Lodging Assoc.) lunch in Rhinelander. A report was given by Lola Roeh, Chair of Governor's Council on Tourism. Attended the International Council of Shopping Centers in Green Bay and spoke of the retail potential of about 200,000 in our region. Second homes are not on census. We are bigger than statistics show. The three legged stool of manufacturing, retail and tourism keeps us in balance.
12. **PILCH & BARNET REPORT:** Pilch presented the OCEDC brochure which was created with Jim Kumbera's approval. The Branding Grant needs some clarification which will be taken care of. AI was a financial success with greater than \$100,000. Shown. It is hoped that Woody of Camanille Center will be willing to take charge as the main contact next year. The City of Rhinelander has purchased the Old Post Office Building to be used as an art center. Lt. Gov. Barbara Lawton will be talking about the WI Arts Board at the Northwoods Center at Nicolet College, and speaking about how the area can be involved. The new direction/look for the OC campaign discussed; ie snowshoe baseball, Beefarama, Only Fools Run at Midnight, and other funky events that occur north of Hwy 8. Additional ideas to be filmed for online use and TV ads. Kuzlik mentioned birding as a growing trend. Baier mentioned growth of ATVing. The lack of trails is a problem, but available trail info can be put on website. The new events and meetings areas were cut to bring in a balanced budget after the 5% cuts. Pilch will resend meeting survey update, as some may have overlooked the first time. Motion to approve the 2011 OCTC budget as presented by Pilch, Fried/Madden.
13. **STATE TOURISM DEPARTMENT UPDATE:** Sarah Pischer gave updates: I-Phone app to go live for the WDOT website. Suggested that Chambers remind members to check their listings (pictures, wording etc.) on the state site, travelwisconsin.com, to be sure to be up to date. Travel Green will be integrated with the state site soon. Reminded everyone about the Governors Northern Summit in Cable on November 10-11.
14. **PUBLIC COMMENT/COMMUNICATIONS:** Hapka remembered Pat Dineen who passed away suddenly. He was a great community supporter and will be greatly missed in many areas.
15. **ITEMS TO BE INCLUDED IN NEXT AGENDA-** A new OCTC secretary will need to be appointed. A new Pelican Lake representative will need to be approved. Info on grant progress.
16. **ADJOURNMENT:** Motion to adjourn made by Madden/Baier at 3:40 PM.

Respectfully submitted,

Kari Zambon